

# FOUNDATIONS

Wyoming Library

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## **End of year giving season coming sooner than you think**

Between people feeling the generosity of the holiday season and people figuring out their tax bills, the end of the year is when you're most likely to get a bump in donations. It may still feel like summer some days and you probably haven't even stored the grill yet, but now is the time to make sure your plans are in place and your appeal letters are ready.

Future Fundraising Now recommends [playing Christmas music](#) to create that holiday mood while you work on your end of year fundraising. You could also put a few decorations on your desk or just walk the holiday aisles in the stores where they've already sprouted. Whatever it takes, now is the time to think about it.

## **Never miss a chance to tell donors how their endowment dollars multiply**

In July, the *Platte County Record-Times* ran an obituary with the following memorial donation information:

*Memorials may be made to the Platte County Public Library Foundation  
Endowment Fund... (every dollar donated will be matched three to one by the  
State of Wyoming)...*

Turning \$1 into \$2, \$3 or \$4 is a powerful selling point for potential endowment donors. Never miss a chance to let your donors know how their dollars will multiply, thanks to the Wyoming Library Endowment Challenge.

## **Creative fundraising: jigsaw puzzle tournament**

Fundraising event ideas abound! North Platte Public Library Foundation had success with a jigsaw puzzle tournament that had both individual and team competitions. Adult entry fee was \$50; student fees were covered by local sponsors. Details may be found at: <http://www.npplfoundation.org/2014/01/31/2014-jigsaw-puzzle-tournament/>

Events don't just raise funds. They raise friends, too. Events are as unique as the community and the people who plan them.

## Several great fundraising webinars coming up in September

Free webinar training is available to give your fundraising a boost. You might want to check these out. Can't make it when scheduled? Charity HowTo and 4Good archive their webinars, so you may be able to access them afterward. Keep abreast of free webinar opportunities by signing up for the all@will.state.wy.us listserv at <http://will.state.wy.us/wyld/email/lists.cfm> to get monthly updates. You can also check the Wyoming State Library training calendar at <http://www.wyominglibraries.org/calendar.html>.

Tuesday, Sept. 9 (11-12 pm)

### **Tons of Money in the Mail! (Wild Woman Fundraising)**

How much money do you get a year with mailings? Would you like to double or even triple that? How can you write a more effective appeal letter? This webinar will show you how to make your mailing plan, segment your mailing list into different types of donors, get deals on your mailing costs and more!

For more information and to register for this program:

<http://wildwomanfundraising.com/upcoming/>

Wednesday, Sept. 10 (11-11:30 am)

### **The 7 Fundamentals of a Monthly Giving Program (Charity HowTo)**

If you're thinking about starting a monthly giving program, this free webinar is for you! Join us to learn the fundamentals needed to start a Monthly Giving program, so you can benefit from the tremendous opportunities it can offer your organization.

For more information and to register for this program:

<http://www.charityhowto.com/upcoming.php>

Wednesday, Sept. 10 (1-2 pm)

### **Silent Auction Secrets: 5 simple changes to generate bigger bids (4Good)**

Let's face it: When you've gone to the effort of soliciting donors, creating displays, and arranging volunteers for checkout, you might be demoralized at night's end to sell your fabulous items at a hefty discount. Here's the good news. Even if you don't change your items OR your audience, you can still raise more money. You just need to use the same marketing and psychological tactics in your silent auction that the big stores use to get us consumers to buy.

For more information and to register for this program: <https://4good.org/4good/upcoming-nonprofit-webinars>

This **Wyoming Library Foundations** newsletter is sent to the Wyoming county library directors for distribution to their library foundation and library board members. Individuals interested in viewing this can bookmark [will.state.wy.us/slpub/foundations](http://will.state.wy.us/slpub/foundations). Comments on the content of this publication or contributions to share with other library foundation board members can be sent to Jamie Markus at [jamie.markus@wyo.gov](mailto:jamie.markus@wyo.gov) or Susan Mark at [susan.mark@wyo.gov](mailto:susan.mark@wyo.gov). *Please note: Inclusion of links to fundraising websites does not imply endorsement of their products or services.*